

# Review of: "Toward a comprehensive behavioral model of hurricane preparedness: The Protective Behavior Model"

Sankalp Mathur<sup>1</sup>

<sup>1</sup> University of Florida

**Potential competing interests:** No potential competing interests to declare.

Human behavior is a critical topic in economics, which is my research focus. I can easily see this model being adopted by economists, especially in the stock trade. Very interesting model, and I hope the author gets the chance to test it empirically. I would recommend reconsidering the order of some of the constructs in step 3, but overall, I think it is theoretically logical and sound.